

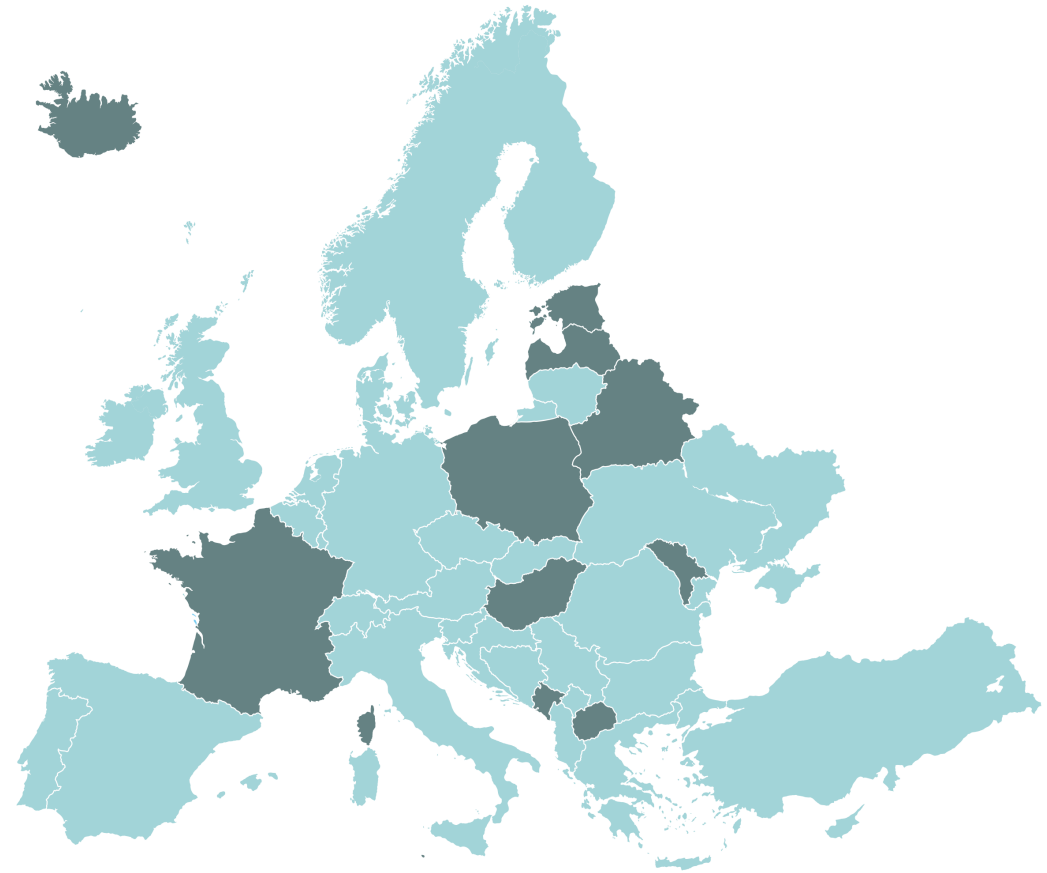
ESCIF European Spinal Cord Injury Federation

HELP ALLIANCE



Agenda

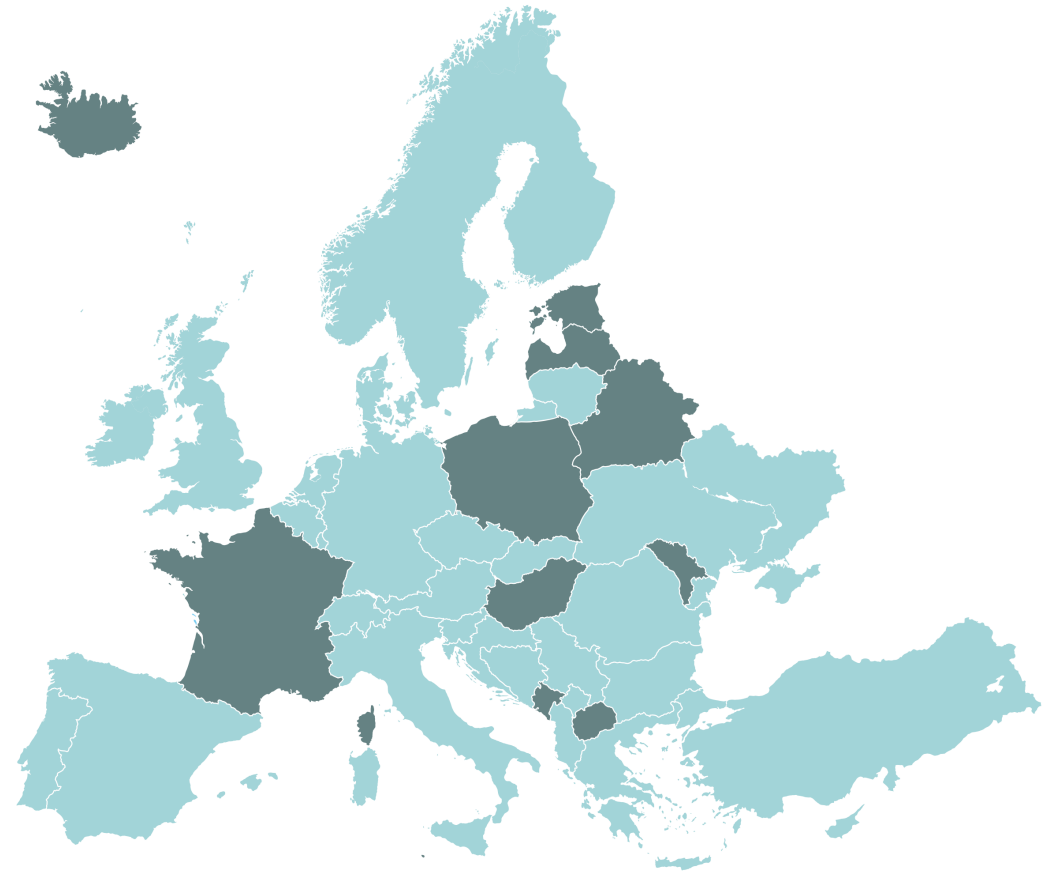
1. ESCIF & ESCIF Help Alliance
2. What did we do?
3. Reaching our goal
4. What did we learn?



1. ESCIF & ESCIF Help Alliance

ESCIF

- 32 member organisations
- 28 European countries
- A SCI population of +350.000 people



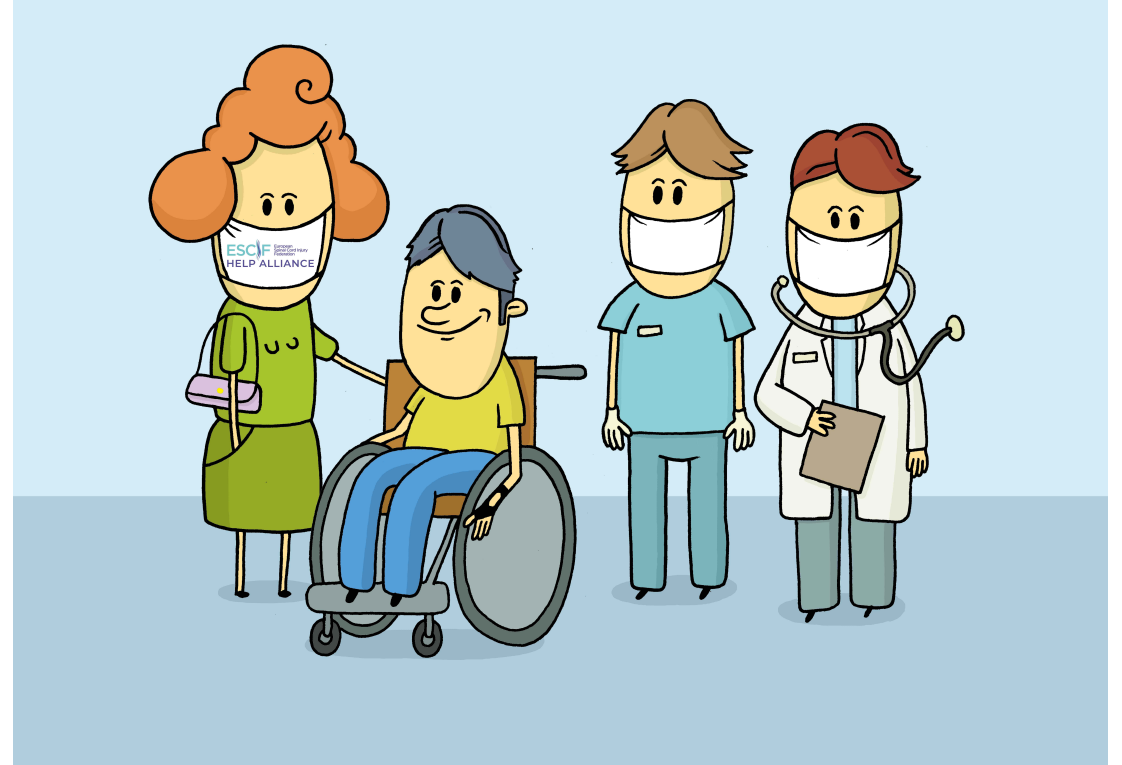
1. ESCIF & ESCIF Help Alliance

Start of the Help Alliance

- ESCIF was approached by Kevin Schultes from FGQ (German SCI organisation), and from that point the Help Alliance took form.

What is our mission?

- To protect the vulnerable members of the SCI community, from getting the Covid-19 virus.
- To execute the project in co-operation with members and sponsors.



1. ESCIF & ESCIF Help Alliance

Our plan.

1. Find sponsors for the project and procure sufficient masks.
2. Apply stickers, establish marketing material like posters, guides, instructions for use and packaging material.
3. Supply the masks to vulnerable members of the SCI community.



2. What did we do?

We needed to organise a structure that could support our activities

1. Organisation
2. Members
3. Sponsors
4. Awareness



2. What did we do?

1. Organisation

Close co-operation between the ESCIF Executive board and German Spinal Injuries Association (FGQ).

- Fundraising
- Logistics etc.
- Procurement
- Marketing



2. What did we do?

2. Members

- Close co-operation with German Spinal Cord Injuries Association, project management support by Kevin Schultes.
- Assess the demand and possibilities for distribution in each member country. And Determining ESCIF members needs & needs in associations rehabilitation centers.
- Close dialogue with ESCIF member organisations based on our Ambassador program, with adjustment for the task at hand.
- Coordinate logistics with members within and outside EU.

2. What did we do?

3. Sponsor

- Get Sponsors onboard. To support with funds, services and logistics or masks.
- We have been able to engage **22 sponsors**.
- The sponsors made it possible to realise the mission of ESCIF Help Alliance!
- All the sponsors have expressed high enthusiasm and positivity towards idea and implementation of ESCIF Help Alliance.
- We have and will show our gratitude on web, SoMe and marketing material.
- Communication and drawing attention for the support provided by sponsors.

2. What did we do?



Main Sponsor



Financial support



Logistic support



Masks and financial support



Masks



Masks



Financial and logistic support



Financial support



Financial support



Financial support



Financial support



Logistic support



Logistic support



Logistic support



Project management



Web and social media support



Media support



Financial and project management support



Procurement



Financial support



National sponsor Germany



National sponsor UK

2. What did we do?

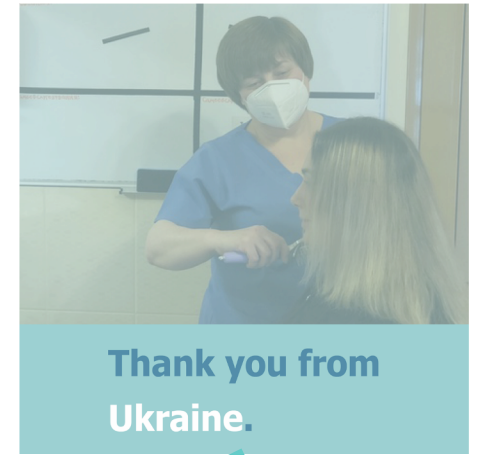
4. Awareness

- Creating awareness of Help Alliance within SCI communities, but also visible feedback for sponsors through social media & project website.
- Create webpage for awareness, contact and ordering at: www.protectthevulnerable.org
- Be present on SoMe with LinkedIn and FaceBook group for the Help Alliance.
- Marketing material.
- Build relations with stakeholders.
- Help to special vulnerable in developing countries.



3. Reaching our goal

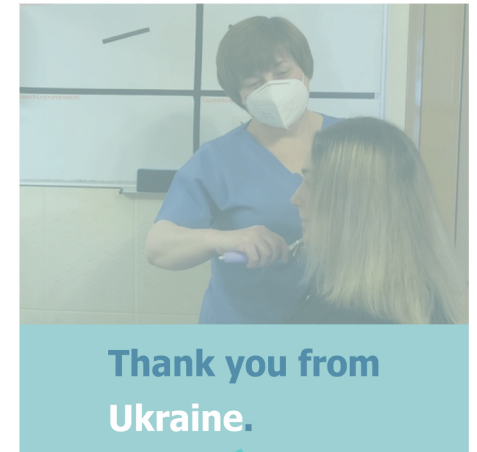
- Great enthusiasm from the our members & industry.
- We have demonstrated our capabilities.
- We have a strong voice when unified within ESCIF.
- We are able to activate the industry and authorities.



3. Reaching our goal

The numbers

- We have received approx. **250.000 Euro in donations.**
- In addition **donations in kind** and **valuable support worth >250.000 Euro** in form of:
 - 3-Ply & FFP2 masks
 - Logistics: 600.000 masks from China to Leipzig
 - Distribution within and outside of EU
 - Warehousing
 - Marketing, social media and web
- This enabled us to distribute more than **800.000** masks to 15.000 households & rehabilitation centres so far.



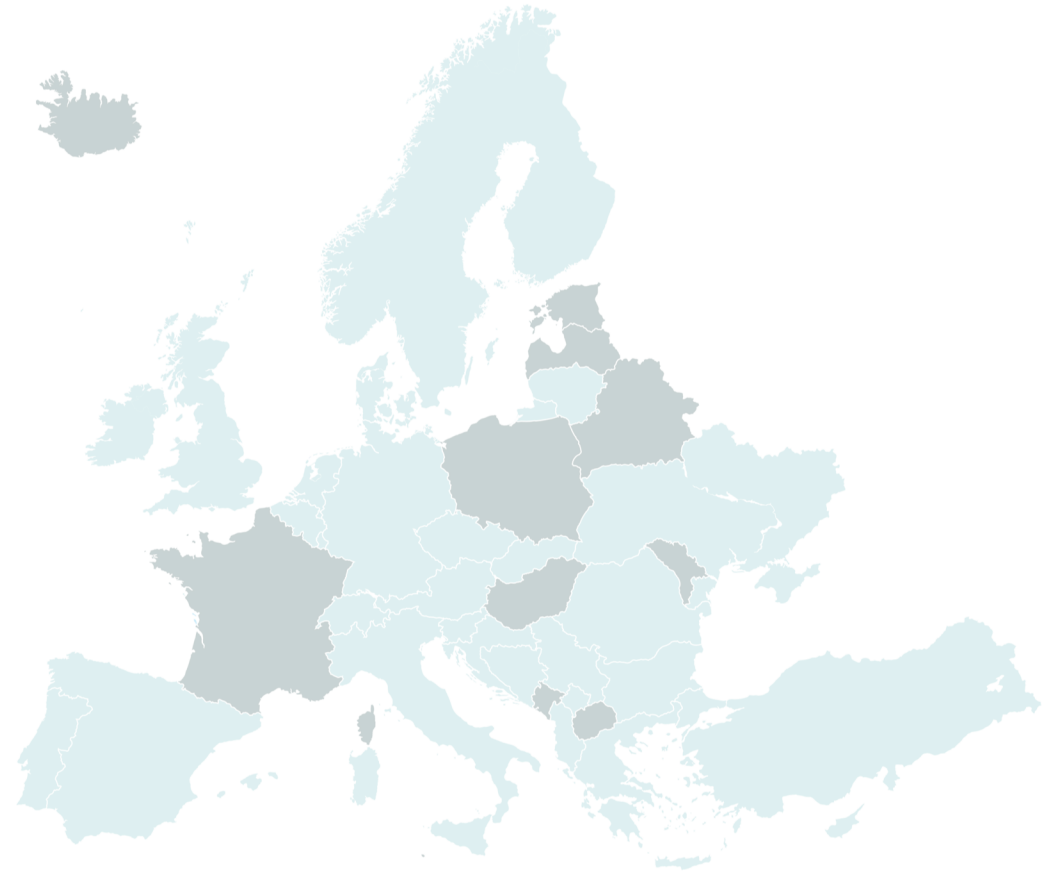
4. What did we learn?

- If we join our capabilities, we are able to execute large projects and involve industry and authorities.
- We need a working communication platform to involve all SCI communities.
- Language barriers must be overcome.
- We need to further professionalize the ESCIF services.
- We need to enable empowerment within all European organisations.



4. What did we learn? SUMMARY

- WE NEED TO STAND TOGETHER



Thanks for your kind interest!

-Remember next ESCIF Forum



